

**1. Call to Order**

- Review of Previous Meeting Minutes
- Expenditures Report Review

**2. Chair Updates**

- Chair nominations

**3. City Council Updates**

**4. Committee/ Work Plan Updates**

- Design
- Promotions
- Economic Restructuring
- Organization

**5. Parking Validation Coupon Program**

**6. Downtown Manager's Updates**

- Virginia Main Street Meeting in Winchester
- OTW App
- Event Updates
  - Friday Night Live – August 15
  - Sunday Jazz Series
- Other

**7. Old Town Winchester Business Association**

**8. Public Comments**

**9. Adjournment:** Next meeting – The next regular meeting will take place **October 2, 2014 at 5:30 in City Hall 4<sup>th</sup> floor exhibit hall.**

**Attendees:** Lauri Bridgeforth (Chair), Terry Bohan, Beau Correll, Cory Garman, Mark Lore, Rick McClendon and Susan Touchette. **Downtown Manager:** Jennifer Bell. **City Manager:** Eden Freeman. **Absent:** Scott Dawson, Marilyn Finnemore, and Andrea Smith. (Notes taken by Sarah Acuff Chapman)

- **Call to Order**
  - Welcome to our new City Manager, Ms. Eden Freeman. Introductions by Board members.
  - OTDB Binders handed out – OTDB Information, member list, committee information, agenda and minutes, etc. Add information to binder as needed.
  - Approval of Previous Meeting Minutes – approved unanimously.
  - Expenditures Report – no questions.
- **Chair Updates - Lauri**
  - **Special Events Policy.** Would like to send the policy on to City Council. It can still be reviewed by staff. Added a paragraph about logistic information, for example, weighting tents. Removed fee structure information – unless it is in an ordinance and an approved fee structure, the City cannot just charge extra. No formal answer to question of charging for the cost of having officers. Can require staffing such as police officers, but cannot require that they be City of Winchester police. Under Administrative Review at upcoming Admin Team meeting. Legal Counsel Review – there was a motion to have the question of insurance reviewed. Legal will not review until other staff has reviewed. Understanding is that there is no legal requirement for insurance. Would like a direct answer. There is no legal state requirement. Refer to Risk Assessor. Perhaps City Council will decide. As an advisory board, OTDB cannot hold Council to anything. Insurance line remains in the policy at this time. Motion brought forward, then withdrawn. Does the OTDB need to do anything at this time? If the OTDB decides to send the policy to council, it will go to Administrative Review before Council sees it. **Motion that the Board submits the draft Special Events Policy to Council. Seconded. Passed unanimously.**
  - **Friday Night Live.** July event was the best turn out yet.
  - **Board Vacancy.** Melinda Kramer resigned. In October, there will be 2 vacancies, as Lauri is aging off. Members can serve 2 terms in addition to completing a vacated term. Election process for Chair and Vice-chair? Someone who has leadership qualities and who can get things done with the City. OTDB By-laws Article 3 Section 1 allows for January elections. Appointments are made at the meeting and voted on. The Board can amend the By-laws or elect temporary positions until January. Scott Dawson is currently Vice-chair and willing to serve as Chair. Still requires an election. Vice-chair does not automatically become Chair. Address the situation at next month's meeting. Contact Lauri about interest in the positions.
- **City Council Updates – Eden**
  - There is nothing on the Tuesday agenda pertaining to Old Town.
  - National Ave. Gateway project? Proceeding. Plan to start September 8 or 9 and be completed by the end of the year.
- **Committee/ Work Plan Updates**
  - Design – Cory
    - No formal meeting. Planned to attend BAR meeting regarding façade grant applications, but applicant not ready yet.

- Promotions – Mark
  - Not a lot going on.
  - Planning October Piccadilly Street event. Secondary district focus. Block Party idea. Three meetings with merchants group so far. Discussing street closure and time. Planning to have a scavenger hunt, bands. A family event.
- Economic Restructuring – Scott absent
- Organization – Rick
  - Nothing to report.
- **Parking Coupon Program**
  - Background: OTDB/WPA partnership. Purchase coupons from the WPA to use in the machines at the garages. Estimated \$20,000 paid for the validation machine. OTDB pays for some coupons. Do businesses get a discount if they purchase coupons? No – WPA determines that. Question is, should the program continue or be discontinued? A committee could take this on to research. Other locations advertise who validates. Survey with 24 responses so far. Only half knew about the program. Only half of those purchased coupons. Program designed to help downtown businesses especially during the holidays. Not sure how many currently buying coupons. Suggestion of a joint committee to report back on the continued use. Consider bulk purchase discount. OTDB pays for the coupons to be printed. What is the current agreement with WPA and when was it made? Banks and churches regularly use the coupons. WPA is asking for money to print the coupons. Ask WPA how many businesses paid for coupons in the last year. **Motion to appoint 2 members to meet with the Winchester Parking Authority and report back. Seconded. Discussion.**  
**Move to amend motion to 1 person. Motion to amend approved unanimously. Amended motion approved unanimously.** OTWBA could be beneficial to include in discussion.
- **Downtown Manager's Updates – Jennifer**
  - Old Town Winchester App now available. Search App stores for Old Town Winchester. Email Jennifer with any comments, edits, feedback. Will be advertised at FNL. Opportunity for businesses to add coupons. Service to maintain. Request to send OTDB members the information send to businesses.
  - **Events**
    - FNL - August is country music theme. All events have had a theme. Artists participating.
    - Sunday Jazz Series – First date is September 14, 1-3:30 p.m. at the Taylor Pavilion. Hope is that restaurants will offer boxed lunches during the series. Free event. Ribbon cutting ceremony for the Taylor project on August 15 at 4 p.m.
  - Parking – There will be a special meeting at GW Autopark regarding rate changes. \$50 base rate for monthly parkers. Hybrid system at Braddock. Base rate = \$50/month to park in any non-reserved space. 24/7 reserved spaces. 6am-6pm reserved spaces.
  - World Series – Giving out tote bags with Shopping/Dining Guides, business flyers. Hope visitors will come downtown during free time.
  - Façade Grants – initial review with zoning. Very few need to go to BAR review. Some needed details for administrative review.
  - Promotional & Marketing materials distributed.
- **OTWBA – Ryan Hall**
  - Appreciated the increased police presence. Seems to have petered out in recent weeks, though, throughout the day. Jennifer – spoke with Officer Rounds and he is willing to come to an OTWBA meeting to discuss issues. Using plain clothes, bicycle, walking. Comment that there have been many people riding bikes on the mall lately. Seem to prefer to know when officers will be downtown. Ryan - Perhaps better education for merchants is needed regarding amount of coverage. Terry – has seen more police coverage than before. Community policing instead of 1 mall officer. Commend the police.

- WATTS Event scheduled for Sept. 5. Same day as the Downtown Tailgate. Jennifer – working with event organizers to coordinate.
- OTWBA is willing to help with the Piccadilly Block Party. Just need some direction.
- Next meeting is Sept. 2 at 6 p.m. at the G.W. Hotel. There wasn't an OTDB representative at the August meeting.
- Ryan has previous meeting agendas on file.
- **Public Comments – Will Mason, eM Restaurant.**
  - Street Closings a lot on Boscawen. Curious about process to close. Is there a notification system for tenants? Does not receive emails from the city.
    - Police Dept. makes the decision to close the street based on public safety. Increase in number of people on the walking mall during events and crossing the street. Safer to have it closed during events. More events and new events. Difficult to anticipate the number of attendees.
  - During events, street sometimes hosts bathrooms
  - Impact?
    - East Side/West Side. Terry - support closing for larger events but maybe not for the fringe events.
    - Jennifer – notification can be better. City events do not put toilets on the street. Can revisit closures with Events Team.
    - Eden – perhaps can direct people around City Hall to drop off customers closer.
- **Public Comments – Ryan Hall, Shenandoah Valley Discovery Museum**
  - Issue with crosswalks. No signage that there is a children's facility. Drivers whip out of Indian Alley. Need to do something soon.
    - Beau – Councilman Buettner has raised the safety issue.
    - What happened to the Pocket Park idea for Indian Alley? Council's offer was restrictive and SVDM declined.
  - No sign, no crosswalk lines, no response from the city.
    - Jennifer will check with the planning department and follow up with Mary at SVDM.

**Adjournment at 6:59 p.m.** Next meeting – **Thursday, September 4** at 5:30 p.m., Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall

FY 2015 August Expenditures

<b>Professional Services/Special Events</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - August	\$72,708.00	\$5,945.00	
Event Expenses W-40		\$4,743.67	
Event Expenses W-41		\$4,405.86	
Event Expenses W-42		\$4,710.28	
Event Expenses W-43		\$4,859.54	
<b>FYTD Account Total</b>	<b>\$196,700.00</b>	<b>\$24,664.35</b>	<b>\$140,531.95</b>

<b>Professional Services/Other</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Web Content Management for July		\$450.00	
Annual Web Hosting Fee		\$165.00	
<b>FYTD Account Total</b>	<b>\$10,100.00</b>	<b>\$615.00</b>	<b>\$9,485.00</b>

<b>Postal Services</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
City Hall Postage - July		\$0.69	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$0.69</b>	<b>\$499.31</b>

<b>Telecommunications</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Work Cell Phone for July		\$49.77	
<b>FYTD Account Total</b>	<b>\$720.00</b>	<b>\$49.77</b>	<b>\$670.23</b>

<b>General Liability Insurance</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
VML - July		\$812.12	
<b>FYTD Account Total</b>	<b>\$250.00</b>	<b>\$812.12</b>	<b>-\$562.12</b>

<b>Travel/Mileage &amp; Transportation</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Farmville Transportation		\$209.44	
<b>FYTD Account Total</b>	<b>\$660.00</b>	<b>\$209.44</b>	<b>\$450.56</b>

<b>Travel/Meals, Lodging, Registration Fees</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Farmville Lodging		\$186.42	
Farmville Meal - July		\$22.00	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$208.42</b>	<b>\$291.58</b>

FY 2015 August Expenditures

<b>VA Arts Local Challenge Grant</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Shenandoah Arts Council		\$3,333.00	
Bluemont Concerts		\$3,333.34	
<b>FYTD Account Total</b>	<b>\$10,000.00</b>	<b>\$6,666.34</b>	<b>\$3,333.66</b>

<b>Membership &amp; Dues</b>	<b>Budgeted</b>	<b>August Expenditures</b>	<b>Current Balance</b>
Kiwanis Club of Old Town		\$120.00	
<b>FYTD Account Total</b>	<b>\$495.00</b>	<b>\$120.00</b>	<b>\$375.00</b>



# Virginia Main Street Essentials Organization and Promotion

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September 9 and 10, 2014 – Winchester, VA

## September 8, 2014 – For Early Arrivals

7 p.m.: **Welcome Reception** - George Washington Hotel, Half Note Lounge

## September 9, 2014 – Day One

8:00 a.m.: **Registration and Refreshments** – George Washington Hotel, Grand Ballroom

8:30 a.m.: **Welcome and Introductions**

*Jennifer Bell, Downtown Manager, City of Winchester*

*Eden Freedman, City Manager, City of Winchester*

*Lauri Bridgeforth, Chair, Old Town Development Board*

9:00 a.m.: **Overview**

*Kathy La Plante, Senior Program Officer and Director of Coordinating Program Services will highlight the following Organization topics on day one of the workshop.*

## 9:30 a.m. – 10:30: Organization Topics

- I. **Selling Your Main Street Program** that results in a culture of engagement (money and time) from everyone in the community.
  - i. Elevator Speech
  - ii. Why should I support your program? How do you invite people to participate now?
  - iii. Public Relations –making your case

10:30 **Break**

## 10:45 – 12:00: Organization Topics

- II. **Fundraising for Downtown and Main Street**
  - i. Components of a Fundraising Plan
  - ii. Funding and Fundraising Strategies
    - a. Message
    - b. Tools (letters, social media, events)
  - iii. Board of Directors role in Fundraising
  - iv. Staff Role in Fundraising

12:00 p.m. – 2:00 p.m.: **Buffet Lunch & Enjoy Downtown** – Brewbaker's Restaurant (168 N. Loudoun Street)

## 2:00 p.m. – 3:15 p.m.: Organization Topics

- III. **Volunteer Recruitment and Management Strategies**
  - i. Volunteer Success Stories – who is your best volunteer and why?

3:15 p.m. **Break**

3:30 p.m. – 4:30: Organization Topics

**IV. Managing the Scope of Work for Organization through Work Plans**

**4:30 p.m. – 5:00 p.m.: Introduction to Main Street Winchester**

Jennifer Bell, Downtown Manager, City of Winchester

**5:00 p.m.: Adjourn & Optional Guided Walking Tour of Downtown**

**6:30 p.m.: Cajun-Inspired Buffet Dinner & Jazz Concert at the Taylor Pavilion, 125 North Loudoun Street**

*Catered by: The Cajun Experience*

*Music by: Shenandoah University students*

**September 10, 2014 – Day Two**

**8:00 a.m.: Attendee Arrival and Refreshments – George Washington Hotel, Grand Ballroom**

*Kathy La Plante, Senior Program Office and Director of Coordinating Program Services will highlight the following Promotion concepts on day two of the workshop.*

**8:30 a.m. – 12:00 p.m.: Promotion Topics**

**I. Assessing Your Promotional Calendar**

- i. Vision
- ii. Objectives – why are we doing this promotion?
- iii. Outcomes
- iv. Resource Allocation
- v. When to “let go” of an event

**II. Building a Promotional Calendar Based on Downtown’s Market**

**III. Business Promotions and Social Media**

**IV. Branding**

**12:00 p.m. – 1:00 p.m.: Boxed Lunch – George Washington Hotel, Grand Ballroom**

**1:00 p.m. – 2:00 p.m.: Virginia Tourism Corporation –**

Steve Galyean, Director of Development, Virginia Tourism Corporation

**2:00 p.m. – 2:45p.m.: Promotion Topics**

**V. Measuring and Promoting the Economic Impact Promotions**

- i. Real numbers
- ii. Testimonials

**VI. Q & A**

**3:00 p.m.: Adjourn**